



#6

PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.0138

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
)  
John Ferber et al. ) Group Art Unit: 2756  
)  
Serial No.: 09/610,197 ) Examiner: Unassigned  
)  
Filed: July 1, 2000 )  
)  
For: OPTIMAL INTERNET AD )  
PLACEMENT )

Assistant Commissioner for Patents  
Washington, DC 20231

Sir:

**REVOCATION OF POWER OF ATTORNEY  
AND GRANT OF NEW POWER OF ATTORNEY**

The undersigned, a representative authorized to sign on behalf of the assignee owning all of the interest in this patent, hereby revokes all previous powers of attorney or authorization of agent granted in this application before the date of execution hereof. The undersigned verifies that Advertising.com is the assignee of the entire right, title, and interest in the patent application identified above by virtue of an assignment from the inventors recorded in the U.S. Patent and Trademark Office at Reel 011327, Frame 0027. The undersigned certifies that the evidentiary documents have been reviewed and to the best of the undersigned's knowledge and belief, title is in the assignee Advertising.com.

The undersigned hereby grants its power of attorney to **FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.**, Douglas B. Henderson, Reg. No. 20,291; Ford F. Farabow, Jr., Reg. No. 20,630; Arthur S. Garrett, Reg. No. 20,338; Donald R. Dunner, Reg.

No. 19,073; Brian G. Brunsvold, Reg. No. 22,593; Tipton D. Jennings, IV, Reg. No. 20,645; Jerry D. Voight, Reg. No. 23,020; Laurence R. Hefter, Reg. No. 20,827; Kenneth E. Payne, Reg. No. 23,098; Herbert H. Mintz, Reg. No. 26,691; C. Larry O'Rourke, Reg. No. 26,014; Albert J. Santorelli, Reg. No. 22,610; Michael C. Elmer, Reg. No. 25,857; Richard H. Smith, Reg. No. 20,609; Stephen L. Peterson, Reg. No. 26,325; John M. Romary, Reg. No. 26,331; Bruce C. Zotter, Reg. No. 27,680; Dennis P. O'Reilley, Reg. No. 27,932; Allen M. Sokal, Reg. No. 26,695; Robert D. Bajefsky, Reg. No. 25,387; Richard L. Stroup, Reg. No. 28,478; David W. Hill, Reg. No. 28,220; Thomas L. Irving, Reg. No. 28,619; Charles E. Lipsey, Reg. No. 28,165; Thomas W. Winland, Reg. No. 27,605; Basil J. Lewris, Reg. No. 28,818; Martin I. Fuchs, Reg. No. 28,508; E. Robert Yoches, Reg. No. 30,120; Barry W. Graham, Reg. No. 29,924; Susan Haberman Griffen, Reg. No. 30,907; Richard B. Racine, Reg. No. 30,415; Thomas H. Jenkins, Reg. No. 30,857; Robert E. Converse, Jr., Reg. No. 27,432; Clair X. Mullen, Jr., Reg. No. 20,348; Christopher P. Foley, Reg. No. 31,354; Roger D. Taylor, Reg. No. 28,992; John C. Paul, Reg. No. 30,413; David M. Kelly, Reg. No. 30,953; Kenneth J. Meyers, Reg. No. 25,146; Carol P. Einaudi, Reg. No. 32,220; Walter Y. Boyd, Jr., Reg. No. 31,738; Steven M. Anzalone, Reg. No. 32,095; Jean B. Fordis, Reg. No. 32,984; Barbara C. McCurdy, Reg. No. 32,120; James K. Hammond, Reg. No. 31,964; Richard V. Burgujian, Reg. No. 31,744; J. Michael Jakes, Reg. No. 32,824; Thomas W. Banks, Reg. No. 32,719; Christopher P. Isaac, Reg. No. 32,616; Bryan C. Diner, Reg. No. 32,409; M. Paul Barker, Reg. No. 32,013; Andrew Chanho Sonu, Reg. No. 33,457; David S. Forman, Reg. No. 33,694; Vincent P. Kovalick, Reg. No. 32,867; James W. Edmondson, Reg. No. 33,871; Michael R. McGurk, Reg. No. 32,045; Joann M. Neth, Reg. No. 36,363; Gerson S. Panitch, Reg. No. 33,751; Cheri M. Taylor, Reg. No. 33,216; Charles E. Van

Horn, Reg. No. 40,266; Linda A. Wadler, Reg. No. 33,218; Jeffrey A. Berkowitz, Reg. No. 36,743; Michael R. Kelly, Reg. No. 33,921; James B. Monroe, Reg. No. 33,971; Doris Johnson Hines, Reg. No. 34,629; Allen R. Jensen, Reg. No. 28,224; Lori Ann Johnson, Reg. No. 34,498; and David A. Manspeizer, Reg. No. 37,540; both jointly and separately as their attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith, and to receive the Letters Patent.

Please send all future correspondence concerning this application to Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P. at the following address:

Finnegan, Henderson, Farabow,  
Garrett & Dunner, L.L.P.  
1300 I Street, N.W.  
Washington, D.C. 20005-3315

Dated: May 23, 2001

By: Scott Ferber  
Scott Ferber  
Chief Executor Officer  
Advertising.com

## PALM INTRANET

Day : Friday  
Date: 8/3/2001  
Time: 09:14:46

## Assignment Serial Number Information for 09/610197

## Total Assignments : 1

Serial Number : 09/610197

Patent Number :

Filing Date : 07/01/2000Issue Date : 00/00/0000

Related Patent Numbers:

Title : **OPTIMAL INTERNET AD PLACEMENT**Applicant(s) : FERBER, JOHN B. || FERBER, SCOTT || KRETSINGER, STEIN E. ||  
LUENBERGER, ROBERT || LUENBERGER, DAVIDReel/Frame(s) : 011327/0027#1. Reel/Frame # 011327/0027Reel : 011327 Frame : 0027 Mailroom Date : 12/06/2000New App Fil Rcpt Date :  
00/00/0000

Assignments Date : 12/14/2000 Date Mailed : 02/21/2001

Date Recorded : 12/06/2000

Number of Pages : 0

## Assignor                      Exc Date

FERBER, JOHN B.      11/30/2000FERBER, SCOTT      11/30/2000KRETSINGER,      11/30/2000  
STEIN E.LUENBERGER,      11/30/2000  
ROBERTLUENBERGER,      11/30/2000  
DAVID

## Assignee :

ADVERTISING.COM

THE TIDE BUILDING

1010 HULL STREET, SUITE  
200BALTIMORE MARYLAND  
21230

## Return Address :

ROBERTS ABOKHAIR  
& MARDULA, LLC

JON L. ROBERTS, ESQ.

11800 SUNRISE  
VALLEY DRIVE

SUITE 1000

RESTON, VA 20191

## Brief :

ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

Search Completed: No More Records to Display.

## Search Another:

Serial# 

Search

or Patent# 

Search

or Reel/Frame# 

Search

(To Go BACK Use BACK Button on Your BROWSER Tool Bar)

Back to || [ASSIGNMENT](#) || [PALM](#) || [OASIS](#) || Home Page